

Notice of Allowability	Application No.	Applicant(s)	
	09/594,213	LORENZEN ET AL.	
	Examiner	Art Unit	
	F. Ryan Zeender	3627	

-- The MAILING DATE of this communication appears on the cover sheet with the correspondence address--

All claims being allowable, PROSECUTION ON THE MERITS IS (OR REMAINS) CLOSED in this application. If not included herewith (or previously mailed), a Notice of Allowance (PTOL-85) or other appropriate communication will be mailed in due course. **THIS NOTICE OF ALLOWABILITY IS NOT A GRANT OF PATENT RIGHTS.** This application is subject to withdrawal from issue at the initiative of the Office or upon petition by the applicant. See 37 CFR 1.313 and MPEP 1308.

1. ☒ This communication is responsive to amendment received 6/8/2006.
2. ☒ The allowed claim(s) is/are claim 40.
3. ☐ Acknowledgment is made of a claim for foreign priority under 35 U.S.C. § 119(a)-(d) or (f).
 - a) ☐ All b) ☐ Some* c) ☐ None of the:
 1. ☐ Certified copies of the priority documents have been received.
 2. ☐ Certified copies of the priority documents have been received in Application No. _____.
 3. ☐ Copies of the certified copies of the priority documents have been received in this national stage application from the International Bureau (PCT Rule 17.2(a)).

* Certified copies not received: _____.

Applicant has THREE MONTHS FROM THE "MAILING DATE" of this communication to file a reply complying with the requirements noted below. Failure to timely comply will result in ABANDONMENT of this application.
THIS THREE-MONTH PERIOD IS NOT EXTENDABLE.

4. ☐ A SUBSTITUTE OATH OR DECLARATION must be submitted. Note the attached EXAMINER'S AMENDMENT or NOTICE OF INFORMAL PATENT APPLICATION (PTO-152) which gives reason(s) why the oath or declaration is deficient.
5. ☐ CORRECTED DRAWINGS (as "replacement sheets") must be submitted.
 - (a) ☐ including changes required by the Notice of Draftsperson's Patent Drawing Review (PTO-948) attached
 - 1) ☐ hereto or 2) ☐ to Paper No./Mail Date _____.
 - (b) ☐ including changes required by the attached Examiner's Amendment / Comment or in the Office action of Paper No./Mail Date _____.

Identifying indicia such as the application number (see 37 CFR 1.84(c)) should be written on the drawings in the front (not the back) of each sheet. Replacement sheet(s) should be labeled as such in the header according to 37 CFR 1.121(d).
6. ☐ DEPOSIT OF and/or INFORMATION about the deposit of BIOLOGICAL MATERIAL must be submitted. Note the attached Examiner's comment regarding REQUIREMENT FOR THE DEPOSIT OF BIOLOGICAL MATERIAL.

Attachment(s)

- | | |
|---|--|
| 1. <input type="checkbox"/> Notice of References Cited (PTO-892) | 5. <input type="checkbox"/> Notice of Informal Patent Application (PTO-152) |
| 2. <input type="checkbox"/> Notice of Draftsperson's Patent Drawing Review (PTO-948) | 6. <input type="checkbox"/> Interview Summary (PTO-413),
Paper No./Mail Date _____. |
| 3. <input type="checkbox"/> Information Disclosure Statements (PTO-1449 or PTO/SB/08),
Paper No./Mail Date _____ | 7. <input checked="" type="checkbox"/> Examiner's Amendment/Comment |
| 4. <input type="checkbox"/> Examiner's Comment Regarding Requirement for Deposit
of Biological Material | 8. <input checked="" type="checkbox"/> Examiner's Statement of Reasons for Allowance |
| | 9. <input type="checkbox"/> Other _____. |

EXAMINER'S AMENDMENT

An examiner's amendment to the record appears below. Should the changes and/or additions be unacceptable to applicant, an amendment may be filed as provided by 37 CFR 1.312. To ensure consideration of such an amendment, it MUST be submitted no later than the payment of the issue fee.

Authorization for this examiner's amendment was given in a telephone interview with Alan Gordon on 08/18/2006.

The application has been amended as follows:

In claim 40, from line 15 to the end, the language, "wherein said one website allows....showing subtotals for each of the multiple vendors", was changed to:

--wherein consumers access said one website to buy products from multiple vendors without leaving the one website to view detailed product information from different vendors and without entering another vendor website to add products from different vendors into the universal shopping cart;

wherein said one website has a checkout process where the consumer submits one order containing products from multiple vendors added to said universal shopping cart, wherein the MV-ICS has logic that takes said one order and communicates information to the vendors about any items in the one order purchased from that vendor, the amount of the purchase, and any shipping information;

wherein, in the checkout process, the consumer submits one order containing products from multiple vendors to the MV-ICS, where the multiple vendors are separate distinct merchants; and

displaying to the consumer and submitting by the consumer a single combined order form with separate, distinct invoices showing the name of and subtotals for each of the multiple vendors.--

REASONS FOR ALLOWANCE

The following is an examiner's statement of reasons for allowance:

The prior art, Bezos et al. (US 6,029,141), disclose an Internet-based referral system that enables individuals and other "associates" to market products, in return for commission, that are sold from a merchant's Web site.

Bezos et al lack the teaching of a multi-vendor shared datastore with detailed product descriptions sufficient to make a purchase decision for products from a plurality of vendors; consumers accessing one website to buy products from multiple vendors without leaving the one website to view detailed product information and without entering another website to add products from different vendors into the universal shopping cart; communicating shipping information to the vendors; displaying and submitting by the consumer a single combined order form with separate, distinct invoices showing the name of and subtotals for each of the multiple vendors.

The limitations lacking in the prior art, in combination with the other limitations clearly claimed, are novel and unobvious.

The prior art, Ubois teaches a commerce web site; a commerce server having a database with multiple vendor product information sufficient to make a purchase decision (See, for example, page 49, Col. 3); transaction functionality allowing consumers to buy products from multiple vendors without having to enter multiple vendor websites (See, for example Col. 4, lines 38-52), and full descriptions of products not needing to be transmitted from the vendor website(s) to the commerce web site.

Ubois lacks teaching of the use of a universal shopping cart; logic that communicates information to the vendors about any items in an order purchased from the vendor, the amount of the purchase, and shipping information; and further lacks displaying and submitting by the consumer a single combined order form with separate, distinct invoices showing the name of and subtotals for each of the multiple vendors.

The limitations lacking in the prior art, in combination with the other limitations clearly claimed, are novel and unobvious.

A search for foreign prior art was conducted, however, no relevant references were found.

Any comments considered necessary by applicant must be submitted no later than the payment of the issue fee and, to avoid processing delays, should preferably accompany the issue fee. Such submissions should be clearly labeled "Comments on Statement of Reasons for Allowance."

Any inquiry concerning this communication or earlier communications from the examiner should be directed to F. Ryan Zeender whose telephone number is (571) 272-6790. The examiner can normally be reached on Monday-Friday, 8am-5pm.

If attempts to reach the examiner by telephone are unsuccessful, the examiner's supervisor, Alexander Kalinowski can be reached on (571) 272-6771. The fax phone number for the organization where this application or proceeding is assigned is 571-273-8300.

Information regarding the status of an application may be obtained from the Patent Application Information Retrieval (PAIR) system. Status information for published applications may be obtained from either Private PAIR or Public PAIR. Status information for unpublished applications is available through Private PAIR only. For more information about the PAIR system, see <http://pair-direct.uspto.gov>. Should you have questions on access to the Private PAIR system, contact the Electronic Business Center (EBC) at 866-217-9197 (toll-free). If you would like assistance from a USPTO Customer Service Representative or access to the automated information system, call 800-786-9199 (IN USA OR CANADA) or 571-272-1000.

F. Zeender
August 21, 2006

 8/21/06
F. RYAN ZEENDER
PRIMARY EXAMINER